Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

- 1. (Currently Amended) A system comprising a receiver in communication with a source of broadcast content and coupled to a playback device, the receiver to control the use of received broadcast content through the playback device in accordance with control information embedded in the received broadcast content, said embedded control information to define defining an action to be taken pertaining to the received broadcast content, said action to store said received broadcast content or reproduce said received broadcast content.
- 2. (Original) The system of claim 1, further comprising a storage device coupled to the receiver.
- 3. (Previously Presented) The system of claim 2, wherein the receiver is further to selectively store the received broadcast content in the storage device based on the embedded control information.
- 4. (Previously Presented) The system of claim 1, wherein the receiver is further to maintain information relating to the use of the received broadcast content through the playback device.



- 5. (Previously Presented) The apparatus of claim 4, wherein the receiver is further to use the information relating to the use of the received broadcast content for remuneration of a provider of the broadcast content.
- 6. (Previously Presented) The apparatus of claim 5, wherein the information relating to the use of the received broadcast content comprises a duration of use.

(Currently Amended) A method comprising:
receiving broadcast content;

extracting control information embedded in the received broadcast content, said extracted control information defining an action to be taken pertaining to the received broadcast content, said action to store said received broadcast content or reproduce said received broadcast content;

controlling use of the received broadcast content in accordance with the extracted control information.

- 8. (Original) The method of claim 7, wherein the extracted control information comprises an authorization to store the received broadcast content.
- 9. (Original) The method of claim 7, wherein the extracted control information indicates a number of times that the received broadcast content may be consumed.

- 10. (Original) The method of claim 7, wherein the extracted control information indicates a length of time that the received broadcast content may be consumed.
- 11. (Original) The method of claim 7, wherein the extracted control information indicates a time period during which the received broadcast content may be consumed.
- 12. (Original) The method of claim 11, wherein the time period comprises a date range.
- 13. (Original)The method of claim 7, wherein the extracted control information comprises billing information.
- 14. (Previously Presented) The method of claim 7, wherein the billing information comprises a cost for consumption of the broadcast content.
- 15. (Original) The method of claim 7, wherein said controlling use comprises preventing use of the broadcast content other than as specified by the extracted control information.
- 16. (Original) The method of claim 7, further comprising obtaining payment information from a user of the received broadcast content.

- 17. (Original) The method of claim 7, further comprising communicating consumption information to a billing facility.
- 18. (Original) The method of claim 17, wherein the billing facility comprises a facility maintained by a provider of the received broadcast content.
- 19. (Currently Amended) A machine-readable medium having stored thereon a set of executable instructions to perform a method comprising:

receiving broadcast content;

extracting control information embedded in the received broadcast content, said extracted control information defining an action to be taken pertaining to the received broadcast content, said action to store said received broadcast content or reproduce said received broadcast content; and

controlling use of the received broadcast content in accordance with the extracted control information.

- 20. (Original) The storage medium of claim 19, wherein the storage medium comprises a memory accessible by the computer.
- 21. (Original) The storage medium of claim 19, wherein the storage medium comprises a portable storage device.